

**SUNY STARTUP**  
SUMMER SCHOOL  
Learn. Network. Grow.

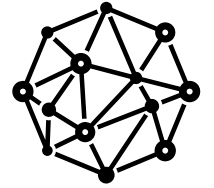
# **Entrepreneurship 101 - What It Takes to Commercialize Your Tech**

**June 3, 2020**





## industry and external affairs



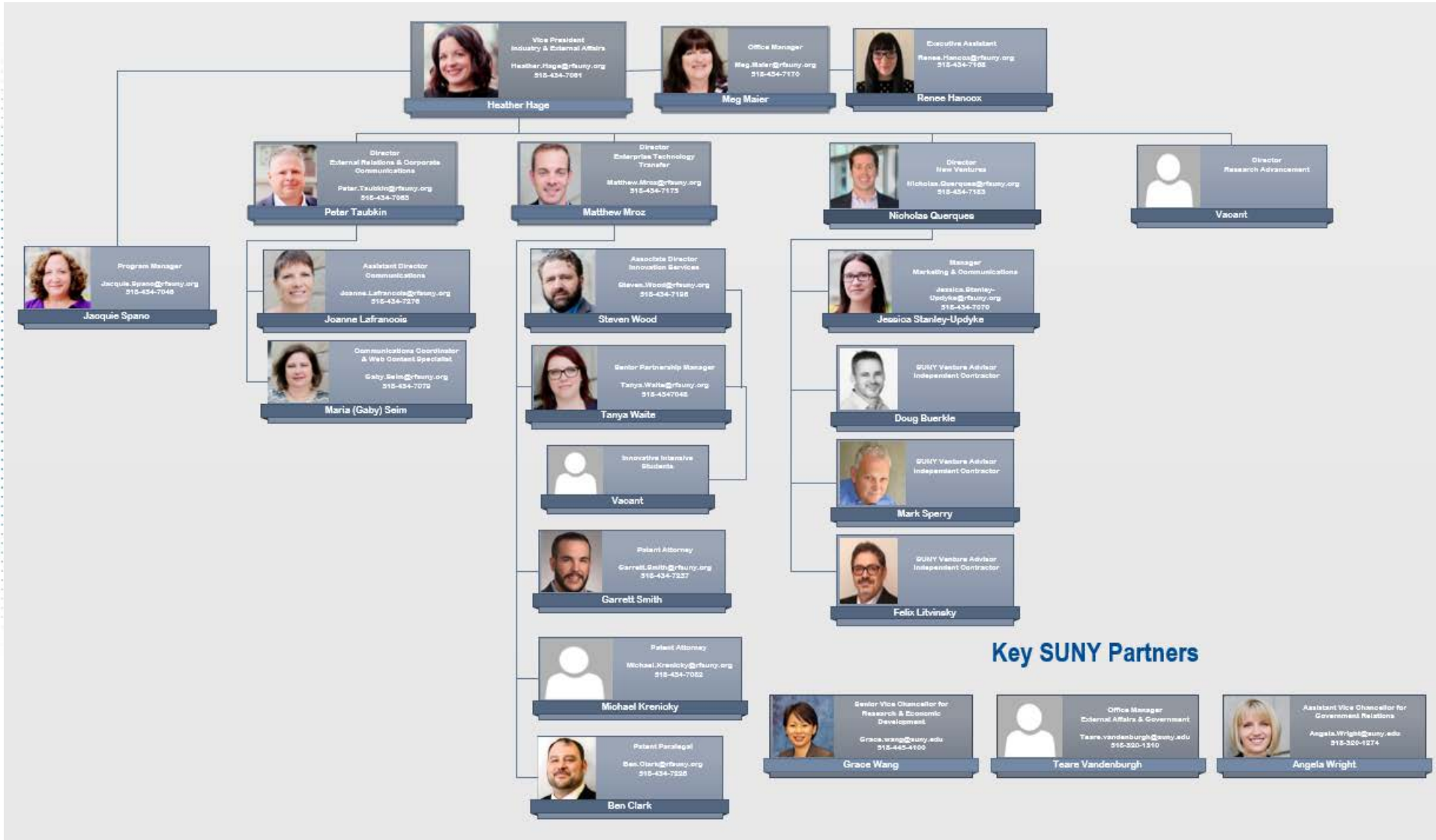
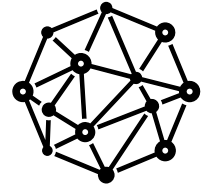
The Office of Industry and External Affairs provides programs and services that make SUNY the best place for innovators and entrepreneurs to accelerate the development of new technologies aimed at solving the world's most pressing problems.

### Goals

1. Be an intellectual property powerhouse.
2. Drive SUNY tech to market.
3. Tell the story.



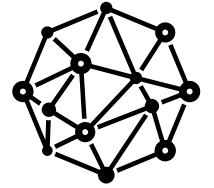
# industry and external affairs



## Key SUNY Partners

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**Why are you here?**

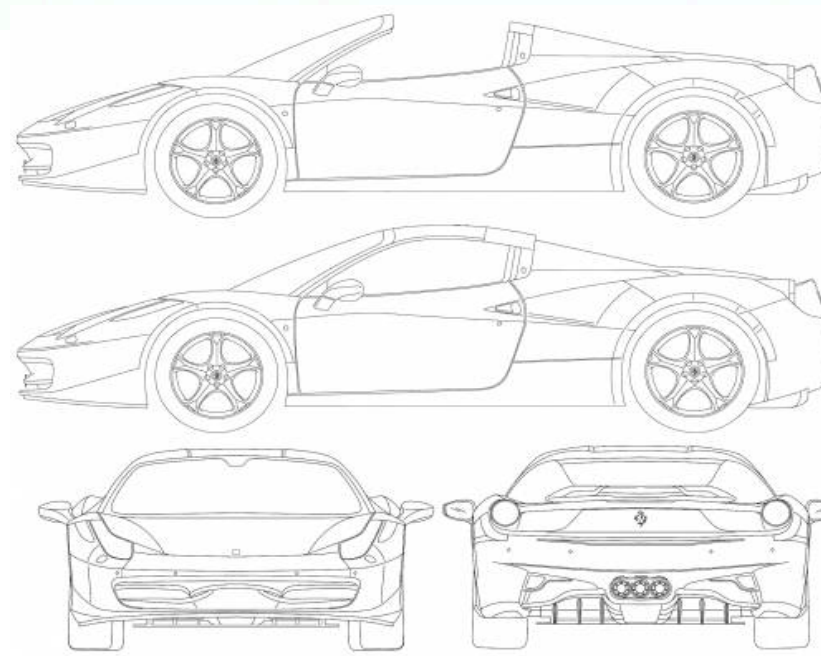
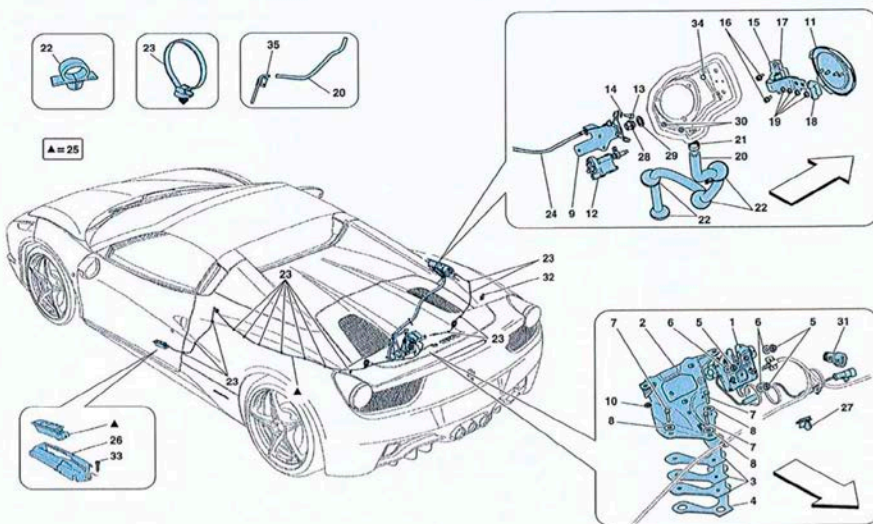
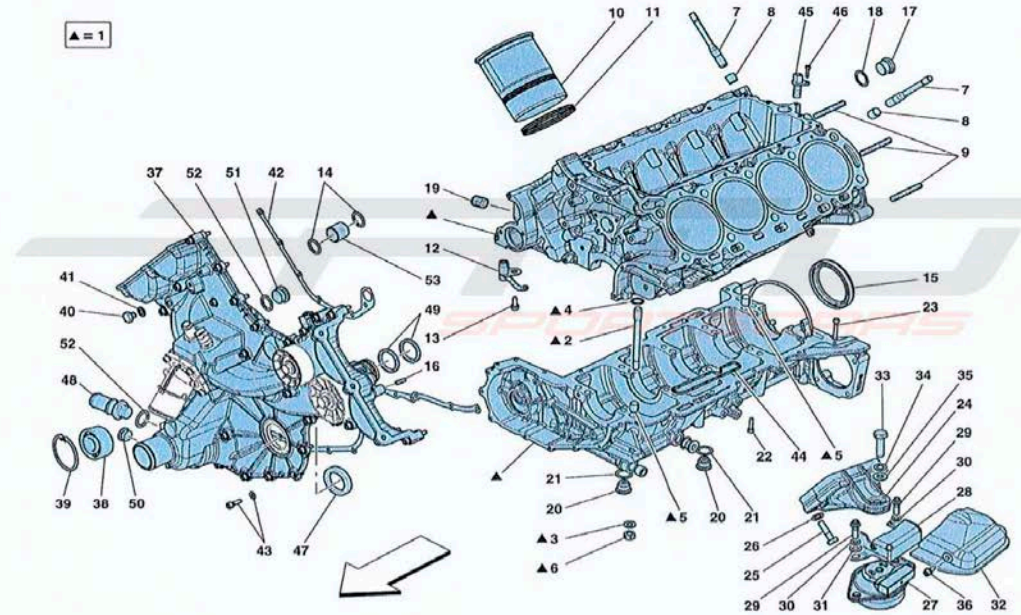
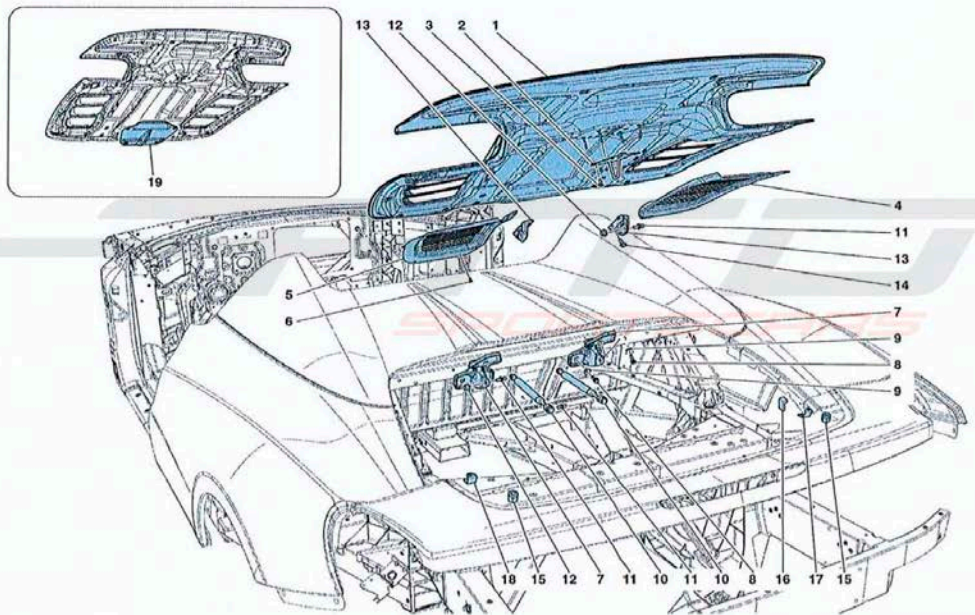


**How important is the technology?**

**What gives you a sense of purpose?**

**What are you looking to get out of this experience?**









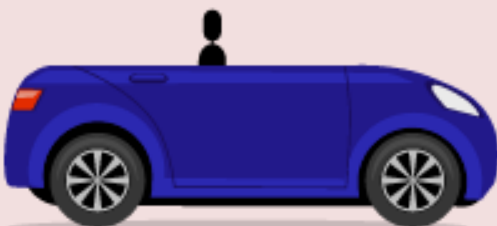




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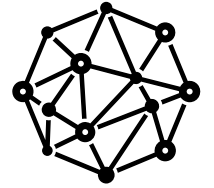
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**Why are you here?**

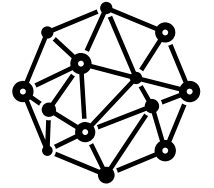


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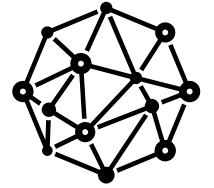
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# DNA of Most Successful Founders and Teams



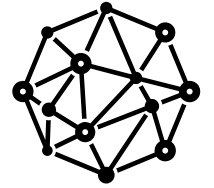
- Grit
- Integrity
- Leadership
- Resourcefulness
- Passion
- Vision
- Thoughtfulness
- Charisma

# You Do Not Want To Hear This After Your Pitch



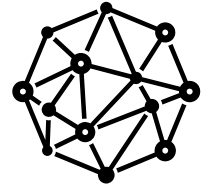
- What problem are you solving?
- What are you selling?
- Who is your customer?
- Is there a big market?
- What is your business model / how do you make money?

# What Is Pitching?



- Pitching is not the beginning of the end – it is a continuous work in progress
- Use visuals and don't be too wordy – less is more
- You need to know your audience (customer)
- Practice, practice, practice

# Contact



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